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IDENTIFIERS *Aldus Pagemaker; Apple Macintosh; Technology Education

ABSTRACT

This learning module for a 12th-grade course in communications technology is designed to help teachers lead students through typesetting and laying out a brochure using Pagemaker and other computer programs on a Macintosh computer. The module contains eight competencies, a description of its content, suggested instructor methodology, worksheets for brochure production, a list of resources, pre/post tests, evaluation checklists for students and instructor, and sample brochures. (KC)

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ED347379

High-Technology Training Module

Module Title: BROCHURE PRODUCT (DESKTOP PUBLISHING)

Unit: DESKTOP PUBLISHING

Course: CAPSTONE GRAPHIC COMMUNICATIONS

Grade Level (s): 12TH GRADE

Developed by: KEN ONDRUS

Date: OCTOBER 15, 1989

School: LAKELAND UNION HIGH SCHOOL

8669 OLD HIGHWAY 70W, MINOCQUA, WI 54548

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Developed as a part of the High-Technology Training Model for Rural Based Business and Industry, Technical Colleges and Local and State Educational Agencies under Grant No. V199A90151.

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Desktop Publishing Module

ACTIVITY:

You will design and print a (3) panel (2) fold brochure, utilizing both electronic publishing (Pagemaker) and computer generated graphics.

LEVEL:

High School Vocational Graphic Arts Level 4

COMPETENCIES:

1. Development and design
2. Problem solving
3. Production of Roughs / Comps / and a finished design
4. Equipment selection and utilization
5. Production of (computer assisted) camera ready layout
6. Dark room expertise and knowledge
7. Printing Mastery utilizing offset principle
8. Trimming and folding knowledge

CONTENT:

You will be using the textbook Photo Offset and research the units on formal and informal layouts concerning brochures. The placement of elements - the Type families and styles pertinent to design - Art work, either computer generated or clip art scanned.
You will research the proper sequence of assembly of elements including word processing, halftone photos and rules, borders and boxes.
Your research includes the proper use of software application via computer assistance vs phototypesetting.

METHODOLOGY:

Examples of a formal single color, three panel, printed both sides brochure will be provided for examination.

A work sheet listing procedures will be handed out to each student

A demonstrtation using Microsoft word and aldus pagemaker, along with support applications, (Templates, Draw, Paint, Impact, Smart Art) and the laser scanner will be given by the instructor.

Student practice with applecations using text flow, text wrap, and element placement as prescribed by Aldus Classroom series.

Demonstrate to other students anv new application.

Microsoft word & Mac Draw software qpplications will be used to augment the process. Demonstrations will be given by the instructor.

Student practice with applications using text flow, text wrap, placement of art etc, as prescribed by pagemaker useage booklet.

Demonstrate to other students any new application.

WORK SHEET:

(3) Students for group

1. Recieve customer order, clarify problems/concern
2. Brainstorm solutions and have customer approve these.
3. Set up Mac SE using formal guidelines found in text or to customers order. (brochure layout).
4. Using Microsoft word set text for brochure, include chosen typestyes / headings / fornt required.
5. Using scanner include photo into proper location.
6. Place borders as specified on assignment sheet.
7. Include rules and boxes as prescribed.
8. Flow text into designated locations.
9. Edit for corrections.
10. Print proof copy for instructor and customer.
11. Acquire customer approval for printing.
12. Print required number of brochures using previous learned offset process.

RESOURCES:

Refer to:

Pagemaker (tutoral Help)
Microsoft word (tutoral Help)
Review Aldus Educational application book on auto flow / text wrap

EVALUATION:

Baised on group evaluation, instructor evaluation and customer satisfaction.

Inplementation November 1989.

Instructor Module Evaluation Criteria

Grade_____

Student Name: _____ Date: _____

When completed your project will be evaluated utilizing a grading scale from 1 -3

1 = poor
2 = good
3 = Excellent

☐ The student understood the desktop publishing objectives as stated in the Module.

☐ The student contracted with a customer and carried out the job order to the module specifications.

☐ The student used the proper design and layout technique to produce the project

☐ The student demonstrated proper technique in computer assisted programming process

☐ The registration is within a 1/64 inch tolerance

☐ The placement of elements are according to proper specifications

☐ The student demonstrated proper use of the darkroom and film processing

☐ The student demonstrated proper stripping technique and registration.

- [ ] Proper platemaking technique was used

- [ ] The student followed all pre - press procedures and technique

- [ ] The student demonstrated proper press operations when running the job

- [ ] The proper use of the trimming cutter and folding machine was demonstrated both to the instructor as well as visible in the finished product

- [ ] The student delt with the customer relations by showing a proof and personally delivering order to the customer window

STUDENT Module Evaluation

Grade_____

Student Name: _____ Date: _____

When completed evaluate your project utilizing a grading scale from 1 -3

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2 = good
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☐ I understood the desktop publishing objectives as stated in the Module.

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- [ ] I demonstrated proper press operations when running the job
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DESKTOP PUBLISHING

PRE/POST TEST

SCHOOL _____ DATE _____

CLASS_____

DIRECTIONS:
READ EACH QUESTION BELOW AND PLACE EITHER AN (A) (B) (C)
IN THE BRACKET BY EACH NUMBER QUESTION.

A = Complete Knowledge B = Some Knowledge C = No Knowledge

( ) 1. I am knowledgable on Desktop Publishing principles and processess enough to produce a 2 fold 3 panel brochure to a customer satisifaction.?

( ) 2. I understand the terms Roughs/ Comps/ and Finished designs?

( ) 3. I can operate (without assistance) the Macintosh SE computer?

( ) 4. I can identify and utilize with ease the aldus pagemaker program?

( ) 5. I have a working knowledge of the darkroom processes. (halftone & line negs)?

( ) 6. I have a working knowledge in stripping up and registration processes?

( ) 7. I understand and have a working knowledge in the platemaking and developing processes, in regards to additive and subtractive plates?

( ) 8. I have a working knowledge concerning pre- press and actual press operations?

( ) 9. I have a working knowledge in the finishing processes such as trimming, folding, collating, stitching and binding prodcesses and procedures?

( ) 10. I have a basic knowledge of working with customers and the public?

(CONTINUED)

My knowledge concerning the following (11 through 17) is

( ) 11. Formal/Informal layouts

( ) 12. Type and type styles and families

( ) 13. Art and design (clip art) included

( ) 14. Rules - Borders - Boxes - Circles etc.

( ) 15. Halftones and Halftone Photography

( ) 16. Diffusion Transfers

( ) 17. The chemistry used in developing of Process Photography?

( ) 18. I have a basic knowledge and understanding of the phototypesetteng equipment and coppyfitting processess?

( ) 19. I have a working knowledge of the software program Mac Draw?

( ) 20. I have a working knowledge of the software program Micro Soft Word?

( ) 21. I have a working knowledge of the software programs of Images with Impact Click Art, Smart Art I -2 -3 and other import programs supportive of Aldus pagemaker?

( ) 22. I have a working knowledge concerning the Formal/Informal techniques of the placement of elements within a project or job.

( ) 23. I have a working knowledge of the layout processes for borders, column size, headline size, etc?

( ) 23. I have a working knowledge of the processes of imposition?

Desk Top Publishing
Brochure Worksheet

(3) Students to a group

1. Receive the customer order for a brochure layout, to be proofed and producd. Clarify all concerns and questions or problems you can think of befor accepting the project.

2. Brainstorm solutions and have customer (Instructor) approve these.

3. Set up the Mac SE using formal guidelines found in the Classroom series of pagemaker (brochures)

4. Open up the microsoft word processing file and set the computer to guidelines and margins required.

5. select all type styles from your rough layout so you can utilize them during your work processing.

6. word process all information available including headlines, titles, captions.

7. Save all word processing in your personal file.

8. Open up the pagemaker file and select the brochure template.

9. Set all margins and parameters required to place text and or elements.

10. Now from the menu select auto flow and text wrap to be placed into the template.

11. After this is accomplished, you can then review your layout on the screen and edit or make additions and delitions. At this time you can add borders, rules and lines as well as placing the clip art into their respective locations, Your halftone can now be scanned and placed.

12. You should now save your job to your program name and also print one copy on the laser writer for a proof.

13. Check with instructor for approval.

Producing the brochure

(Printing)

1. You can paste into your layout any halftone diffusion transfers that must be included.
2. Now make a good negative using all previous learned methods and process.
3. Develop to the scale that is set to the density of the camera.
4. Now strip up the negative into the goldenrod sheet making sure of principles concerning registration.
5. You can now make a subtractive plate, remember to use both sides of the plate.
6. Now set the multi 1250 for 8 1/2 x 11 and select your stock
7. make sure you check your press chemistry for Ph and contamination of fountain or ink tray
8. Run a few copies and check registration of the joggers and locations of folds.
9. Run the specific number of copies to fill the order plus extra for the finishing processes.
10. After allowing to dry, trim to the specifications and set up the folder to finish the project.
11. quality control and cull out all unsuitable brochures prior to packaging.
12. Turn in copies to instructor for grading.

Instructor Module Evaluation Criteria

Grade_____

Student Name: _____ Date: _____

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3 = Excellent

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☐ The student contracted with a customer and carried out the job order to the module specifications.

☐ The student used the proper design and layout technique to produce the project

☐ The student demonstrated proper technique in computer assisted programming process

☐ The registration is within a 1/64 inch tolerance

☐ The placement of elements are according to proper specifications

☐ The student demonstrated proper use of the darkroom and film processing

☐ The student demonstrated proper stripping technique and registration.

- [ ] Proper platemaking technique was used
- [ ] The student followed all pre - press procedures and technique
- [ ] The student demonstrated proper press operations when running the job
- [ ] The proper use of the trimming cutter and folding machine was demonstrated both to the instructor as well as visible in the finished product
- [ ] The student delt with the customer relations by showing a proof and personally delivering order to the customer window

STUDENT Module Evaluation

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STEP UP

Downtown Minocqua, 1 1/2 blocks south of the stoplight
Summer hours: 9-9 Daily 715-356-4880
Winter hours: 9-5 Mon-Sat, 10-3 Sun
European lace curtains and table lace, afghans, placemats, napkins, rugs, baskets and pictures; grapevine wreaths & swags; decorative copper and brass; miniatures; collectable dolls; pottery & books; collectable teddy bears; greeting cards.
Master Card, Visa and Discover

BJ'S SPORTSHOP

Hwy 51, 1/4 mile north of the stoplight, Minocqua
(715) 356-3900
Summer hours: 8:30-5:30 Mon-Sat 8:30-5 Sun
Winter hours: 9-5:30 Mon-Sat, 9-4 Sun
Bike sales, service, repair; sailboards, sailboats, canoes, kneeboards, water skis & accessories; fishing, tennis, golf, hunting, camping, cross country and downhill ski equipment; gas on the lake, live bait. Rentals: bikes, pontoon boats, fishing boats and motors , sailboards, boat slips. Men's, women's & children's sportswear, men's size S-XXL, women's size 4-16.
Master Card, Visa, American Express.

CHRISTMAS CHALET

7500 Hwy 51 South, 3 1/2 miles south of downtown Minocqua
(715) 356-5895
Summer hours: 9-5 Mon-Sat, 10-5 Sun
Winter hours: 9-5 Mon-Sat, 10-5 Sun until January 5
Specializing in Christmas decorations and gifts from around the world. *Master Card and Visa*

GOLDEN KARAT JEWELERS

Downtown Minocqua, 1/2 block south of the stoplight
(715) 356-7517
Summer hours: 9-6 Mon-Fri, 9-5 Sat, 10-4 Sun
Winter hours: 9-5 Mon-Sat
Diamonds, diamond jewelry, wedding sets, gemstone jewelry, 14 karat gold jewelry, sterling silver jewelry, watches, cultured pearls, loose gemstones direct importer. Goldsmiths on premises. Repair and mounting services, appraisal service. Gold & silver coins trader. *Master Card,Visa, Discover and Jewelers Express*

HANSON TRUE VALUE HARDWARE

Hwy 51 North, 1/4 mile north of downtown Minocqua
(715) 356-9503
Summer hours: 8-8 Mon-Fri, 8-6 Sat, 9-3 Sun
Winter hours: 8-6 Mon-Sat, 9-2 Sun
Hardware, plumbing supplies, pumps, water heaters, electrical supplies, Tru-Test paint, paint sundries, housewares, table appliances, cleaning supplies, carpet cleaners, sporting goods, fishing tackle, marine supplies, swim accessories, art supplies, hobby & model supplies, lawn & garden supplies, Lawn Chief mowers, lawnfurniture, hand & power tools.
Master Card, Visa, Discover and AmericanExpress

HELTERHOFF'S, INC.

Downtown Minocqua, 1 block south of the stoplight
(715) 356-4415
Summer hours: 9-9 Daily, Mid-June - Labor Day
Winter hours: 10-5 weekdays, 9-5 Sat
Open Sundays year round
Moccasins, shoes, clothing, sportswear, jewelry, purses, wallets, souvenirs, gloves, belts, buckles, gifts. Also custom embroidery and custom vinyl lettering. Clothing: juniors 3-13, missy 6-20, men's casual clothes, children infant-18. Swimwear, sweatshirts, sportswear.
Master Card, Visa and Discover.

MARY KAY COSMETICS

9880 Baker Lake Rd. Minocqua
(715) 356-6076
Summer hours: 6:30 AM - 10 PM
Winter hours: 6:30 AM - 10 PM
Complete line of skin care products; glamour; nail and hair care; body care; men's products and fragrances. Also all sun essential (sunscreening) products. *Master Card and Visa*

MILL ANTIQUES

Hwy 47, 1/2 mile south of Hwy 51, Woodruff
(715) 356- 5468
Summer hours: 9-6 Mon-Sat
Winter hours: 10-5 Tue-Sat
Antiques; collectables; wide selection of oak, walnut & pine furniture; depression glass; primitives; advertiques; American dinnerware; fish & duck decoys; kitchenware; books, magazines & paperback exchange; nostalgia; toys; bottles, salt & peppers, china, comics, frames; glassware; tools.
Master Card and Visa

MINOCQUA FOOTWEAR

Downtown Minocqua, 1/2 block West of the stoplight
(715) 356-9888
Summer hours: 9-8 Mon-Fri, 9-5 Sat, 10-4 Sun
Winter hours: after Oct. 15 9-5 Mon-Sat, 11-3 Sun
Family shoe store specializing in dress to casual shoes for all occasions. Brand names such as Naturalizer, SAS, Hush Puppies, Dexter, Sioux Moc; Dunham and North Lake work boots; dyeable satins by Special Occasions, Airwalk tennis shoes, L.A. Gear, Bastad clogs, Birkenstock sandals and Extra Depth shoes by P.W. Minor for orthopedic fittings and diabetics.
Master Card and Visa

OMNI CLOTHING

Downtown Minocqua, 1 1/2 blocks South of the stoplight
(715) 356-3030
Summer hours: 9-8 Mon-Fri, 9-5 Sat, 10-4 Sun
Winter hours: 9-5 Mon-Sat
Complete line of Woolrich. Men's dress & sportswear; shirts small to XXXXL, pants waist 28 to 54. Ladies' dress & sportswear; sizes 6 to 20, also large lady sizes.
Master Card, Visa and Discover

ROSS SPORTSWEAR, INC.

Downtown Minocqua, 1/2 block South of the stoplight
(715) 356-3861
Summer hours: 9-5 Mon-Sat, 10-2 Sun.
Winter hours: 9-5 Mon-Sat
Men's and ladies quality sportswear and footwear; large selection of men's & ladies' swimwear. Menswear includes Pendleton; Filson, Duxbak, Jantzen, Jockey, Enro; size medium to XXL, also tall men's. Ladies wear includes Koret, Catalina, Pykette, Graff, Jantzen, Hang Ten; size 8 to 20. Footwear includes Clark's of England, Dunham, Sequoia, Sorel.
Master Card and Visa .

SCHNEIDER'S POTTERY SHOP

8441 Squirrel Lake Rd. Minocqual
6 1/2 miles west on Hwy 70 to Squirrel Lake Rd. then 1 1/2 miles south. (715) 356-6330
Summer hours: 10-5 Mon- Sat, late spring through early autumn.
Dick Schneider's well-known wheel-thrown fine stoneware and procelain pottery made right in his shop. Mostly functional wares such as cups, bowls, platters, casseroles and candlesticks, but also more decorative works such as wall hangings, planters and sculptural forms are available. Also, Myrna Schneider does hand-kit and often hand-spun knitted items such as sweaters, afghans and carriage robes, usually custom designed and especially created for discriminating individuals. Vistors are always welcome in the studio to watch these works being made and to talk to the artists.
Master Card and Visa

SMITH BROS. MARINE, INC.

Hwy. 51 North between Minocqua and Woodruff
(715) 356-5551
Dealer for Johnson Motors; Ski-Doo snowmobiles; Lawn Boy mowers, tractors and snowblowers; Weeres pontoon boats; Sylvan boats, paddle boats and pontoon boats; Porta-Docks; Shore Stations and hoists; Tommy Docks. Snowmobile clothing in assorted sizes. Also outboard motor rentals.

TIME & TREASURES

Downtown Minocqua, 2 blocks south of the stoplight
715-356-6179 Summer hours: 9-5 Mon-Sat, 12-4 Sun
Winter hours: 10-5, Mon - Fri 10-4 Sat
Collectable pewter, bells, clowns, Raggedy Ann & Andy, stained glass night lights & suncatchers, dolls, music boxes, motion kinetics, paperweights, musical carousel horses, touch lamps, sand pictures, thimbles, spoons, collectable display cabinets. Also floor, wall, mantel and anniversary clocks and travel alarms.
Master Card, Visa and Discover.

All businesses listed in this publication are members in good standing of the Greater Minocqua Chamber of Commerce

SAMPLE BROCHURE
9 JULY 1990
BEST COPY AVAILABLE

ARBOR VITAE-WOODRUFF BOARD OF EDUCATION

President	Wayne Trapp
Vice President	Judi Nelson
Treasurer	Bev Sherer
Clerk	Lynn Gillich
Member	Elmer Eichsteadt

Committees

Personnel	Judi Nelson Elmer Eichstaedt
Finance	Bev Sherer Judi Nelson
Negotiations	Elmer Eichstaedt Bev Sherer
Liaison	Lynn Gillich Bev Sherer
Activities	Lynn Gillich Judi Nelson
Policy	Wayne Trapp Lynn Gillich
Building/Safety/CESA	Wayne Trapp

ADMINISTRATION

Dr. William J. Pollard
District Administrator

Nancy K. Penzkover
Principal

EDUCATIONAL PHILOSOPHY

We believe:

1. That children are different and develop physically, mentally, and emotionally according to a pattern unique unto themselves.
2. That children grow at a continuous rate.
3. That children grow better under a pleasant atmosphere in which successess are stressed rather than fear of failure.
4. That children face common developmental tasks when he/she reaches the appropriate maturity level.

We shall:

1. Accept children for what they are - help their growth from within - not without.
2. Help children develop a love and appreciation for the American way of life.

We desire:

1. To determine each child's abilities and interests.
2. To develop each child to his/her fullest potential within the limits of his/her abilities, interests, and inner drive.

BUILDING GOALS 1990-1991

1. To review the Assertive Discipline Program at Arbor Vitae-Woodruff School and modify pro-graming needs, as necessary, using input from parents and staff.
2. To review the student recognition programs at Arbor Vitae-Woodruff School and evaluate the progress of the School Store Project.
3. To establish a committee of AV-W staff and community members to study and recommend ways to improve school-community relations to the building principal.

SCHOOL PROGRAM

Arbor Vitae-Woodruff School is a K-8 school with current enrollment of 400 students. Our curriculum has been developed with input from parents, staff, board, and student efforts. AV-W School is a member of the Lakeland Area Curriculum Project which reviews and revises curriculum area on a yearly schedule. Curriculum offerings are comprised of basic skills and various activities including band, choir, technical education, art, computer education, home living skills, and health education. Co-curricular activities include forensics, track football basketball, wrestling gymnastics, and volleyball.

SPECIAL PROGRAMMING

Arbor Vitae-Woodruff School has taken pride in the efforts shown by staff, parents, and AV-W Board Members to assist all children in the district to reach their full potential. Efforts to accommodate students with special needs has been a priority. Programming in the area of special education, high achievement, Chapter I Reading, and Student-at-Risk are available at AV-W School. The AV-W Board of Education has approved and supported the implementation of an Early Childhood Program at AV-W. The Lakeland Area Schools Early Childhood Program was located at AV-W in the fall of the 1989-90 school year.

Sample Brochure

BOSACKI'S BOAT HOUSE
Downtown Minocqua at the bridge
(715) 356-5292
Summer hours: 11 am - Midnight Daily
Winter hours : 11 am - Midnight Daily
Entertainment: All year round Don Penfied at the piano bar.
Soda Fountain: Summer only (Also featuring homemade candy)
Featuring prime rib Wed. & Fri. fish fry, hamburgers, reubens, row boats, seafood, steaks. Salad bar October - May. Brunch served Sunday, 10 am - 2 pm October - May. Sunday dinner served beginning at Noon. Full bar. Children's menu.
Maximum seating for parties: 100+
Master Card and Visa

CROSS TRAILS MOTEL & FAMILY RESTAURANT
Hwy 51 North between Minocqua and Woodruff
(715) 356-5202
Summer hours: 6 am - 8:30 pm Daily
Winter Hours: 6 am - 7 pm Daily
Featuring homemade soups, sweet rolls and pies. Daily luncheon specials. Breakfast, lunch, dinner and sandwiches. Sunday dinner served beginning at 11 am. Beer.
Children's menu and heart healthy dining.
Maximum seating: 60

FENCE LAKE LODGE RESORT - THE FRYING PAN
12919 Frying Pan Camp Rd., Lac du Flambeau
7 miles west of Woodruff on Hwy 47
(715) 588-3255
Summer hours: 4 - 10 pm Daily
Winter hours: 4 - 9 pm Thursday thru Saturday
Featuring prime rib, fresh seafood, bar-b-q ribs, steaks, ethnic foods, and daily specials. Sunday dinner served beginning at 4 pm.
Full bar.
Children's menu and heart healthy dining.
Maximum seating for parties: 120
Mastercard, Visa and American Express

All businesses listed in this publication are members in good standing of the Greater Minocqua Chamber of Commerce

FOUR SEASONS SUPPER CLUB
AV 10038 Big Arbor Vitae Dr., Arbor Vitae
(715) 356-5095
Casual dining, family eating. Fantastic view of Big Arbor Vitae Lake.
Summer hours: 4 pm - Closing Daily
Winter hours: 11 am - Closing Daily
Full menu. Famous for ribs and broasted chicken, popular Friday fish fry, Saturday prime rib. Sunday dinner served beginning at 5 pm.
Full bar.
Children's menu.
Maximum seating for parties: 75

HARDEE'S FAMILY RESTAURANT
Highways 51 and 70 West, Minocqua
(715) 356-9009
Summer hours: 6 am - 11 pm Sunday - Thursday, midnight Friday & Saturday
Winter hours: 6 am - 10 pm Sunday - Thursday, 11 pm Friday & Saturday
Featuring sandwiches, fries, drinks, shakes, salads, desserts and a full breakfast menu.
Children's menu and heart healthy dining.
Maximum seating: 75
Buses welcome, lots of parking available

MA BAILEY'S SUPPER CLUB
8591 Woodruff rd., Woodruff
(715) 356-6133
Summer hours: Open 4:30, serving at 5 pm Monday - Saturday
Winter hours: Vary with time of year, please call for days and times open.
Lakefront setting on Lake Minocqua accessible by boat in summer. Just off the main snowmobile trail and 1/4 mile from the Raven Ski Trail in winter. This historic building offers an atmosphere unlike any other you'll find in the Lakeland Area. The "shady" reputation of it's original owner, Ma Bailey, together with the 1920's & 30's decor and nightly dinner music will make your visit to this excellent eating establishment a memorable evening you'll want to repeat often.
Entertainment: Year round, daily piano dinner music/vocalist/sing along.
Full supper club menu. Featuring roast duck, BBQ ribs (charcoaled outside, summer only), steaks, fish, chicken stir fry, fried chicken, lighter fare, daily specials, catch-of-the-day selections. Brunch served Sundays, 10 am - 2 pm, Christmas - February. Several selections on menu suitable for children. Full bar.
Heart healthy dining.
Maximum seating for parties: 85-90
Mastercard and Visa

MAMA'S SUPPER CLUB
3 miles west of Hwy 51 on Hwy 70, Minocqua
(715) 356-5070
Serving the Lakeland Area for 35 years.
Summer hours: Open at 5 pm Daily
Winter hours: Open at 5 pm Daily
Specializing in Italian cuisine. Also American menu. Specialties include Sicilian tenderloin steak, homemade pizza, veal parmesan, shrimp scampi, fetuccine alfredo and more. Sunday dinner served beginning at 5 pm. Full bar.
Children's menu and heart healthy dining.
Maximum seating for parties: 90
Mastercard and Visa.

PAUL BUNYAN COOK SHANTY
Hwy 51 North between Minocqua and Woodruff
(715) 356-6270
Open 7 days a week all summer, 5 days a week May and September.
Closed in winter.
Lumberjack style breakfast, luncheon and dinner; all you can eat. Also specialties and famous Friday fish fry. Lumberjack breakfast-brunch served 7 am-Noon, 7 days a week. Sunday dinner served beginning at Noon. Great dining fun for all ages.
Full bar.
Children's menu and heart healthy dining.
Maximum seating for parties: 150

PINEWOOD COUNTRY CLUB
13 miles South of Minocqua on Lakewood Rd.
(715) 282-5500
Summer hours: 11:30 am - 9 pm Tuesday - Sat.; d;

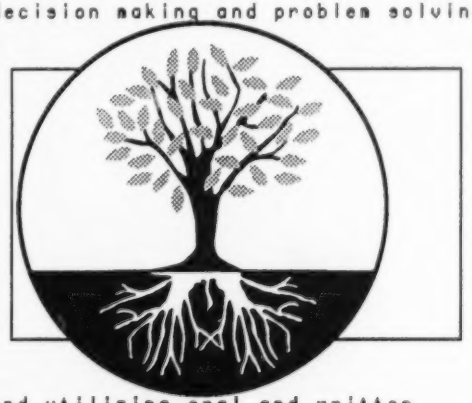
SAMPLE BROCHURE

KENNETH JOHN ONDRUS
9423 Country Club Road
P.O. Box 527 Minocqua, Wisconsin
54548
715-356-4757

QUALIFICATIONS

INSTRUCTOR: Taught High School and College Technology Education Curriculum & Vocational Career Guidance. Facilitated personal growth groups. Wrote and implemented Curriculum, goals, and objectives.

SUPERVISOR - MGMT: Hire, Train and Supervise Technicians, Secretaries, and Workers for Educational Employment. Responsible for decision making and problem solving

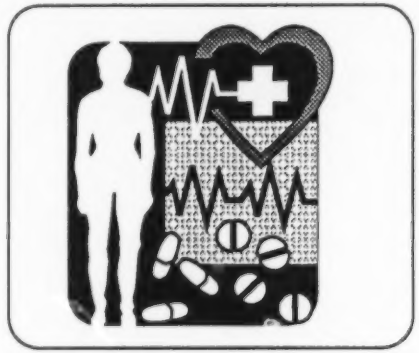


and utilizing oral and written communication skills. Evaluation of personnel, both certified and supportive staff.

ADMINISTRATOR: Forcast budgetary needs, maintain cost effectiveness
through accountability, plan for new changes. Development of policy, Evaluation, and Policy Enforcement. Recommend hiring and termination of personnel, Interviewing Processes

WORK EXPERIENCE

1978- Inplant Communications Supervisor. Lakeland Union High School, Minocqua, Wisconsin



1976-1978 Instructor, Northern Michigan University, Marquette, Michigan. Graphic Arts Curriculum
1974-1976 Instructor Industrial Education, GlenBrook So. High School GlenView Illinois.

EDUCATION

1968-1970 Student; Pasadena City College Pasadena, CA.

1970-1973 Northern Michigan University, Marquette, MI. B.A. Industrial Education Technology.

1975-1977 Northern Michigan University Marquette, MI. M.S. Technology Education.

ORGANIZATIONS

SECRETARY Vietnam Veterans of America Chapter 256 Minocqua, WI
American Legion Chapter 89
Minocqua, WI
American Vocational Association (AVA)
Military Order Of The Purple Heart (MOPH)
Disabled American Veterans (DAV)
SECRETARY Nicolet Area Vocational Association Div. Wisconsin Voc Assoc.

REFERENCES

Mr. Chuck Basting, Administrator, Lakeland Union High School.
8669 old Hwy 70 W Minocqua, WI. 54548
715-356-5252

Mr. Jim Braun. Minocqua Fire Chief, Zoning Administrator town of Minocqua 715-356-7316

COUNSELING SERVICES

Arbor Vitae-Woodruff School works with parents, families, and school personnel to coordinate a counseling program to meet the needs of the school population. Mr. Randy Wendt and Mrs. Joanne FitzPatrick coordinate the counseling services at AV-W School. AV-W School operates a multifacted program to assist students to deal with current pressures from society and peers. Positive self-concept and problem solving strategies are incorporated into the counseling services at AV-W School. Individual and group sessions are available to help students with peer relationships, health concerns, alcohol and drug abuse in the family, suicide prevention programs, and death and dying. Counseling services are available and may be requested by parents or guardians.

PARENT TEACHER CLUB

The Arbor Vitae-Woodruff Parent Teacher Club is an active part of AV-W School. Parents, teachers, and community members work together to coordinate efforts on behalf of the children at AV-W School. Members of the P.T.C. plan and organize fundraising events and activities to support educational programs, coordinate parent volunteers in the classroom and school setting, assist with Early Childhood and Kindergarten Screening, and support and participate in school-sponsored activities. Regular monthly meetings are held and new members are always welcome to attend.

SUPPORT STAFF

COLETTE GREGORY
Secretary

PATTY BESELER
District Secretary

CATHY KNAPSTEIN
Bookkeeper

MICHAEL CIRESE
Head of Maintenance

JANE ACHESON
Food Service Manager

ARBOR VITAE-WOODRUFF SCHOOL
601 Second Avenue
P.O. Box 670
Woodruff, WI 54568-0670
(715)356-3282

Building for the 1990's and beyond . . . .

Education at it's Best . . .

ARBOR VITAE-WOODRUFF SCHOOL

Home of the AV-W Muskies

ARBOR VITAE-WOODRUFF BOARD OF EDUCATION

President	Wayne Trapp
Vice President	Judi Nelson
Treasurer	Bev Sherer
Clerk	Lynn Gillich
Member	Elmer Eichsteadt

Committees

Personnel	Judi Nelson Elmer Eichstaedt
Finance	Bev Sherer Judi Nelson
Negotiations	Elmer Eichstaedt Bev Sherer
Liaison	Lynn Gillich Bev Sherer
Activities	Lynn Gillich Judi Nelson
Policy	Wayne Trapp Lynn Gillich
Building/Safety/CESA	Wayne Trapp

ADMINISTRATION

Dr. William J. Pollard
District Administrator

Nancy K. Penzkover
Principal

EDUCATIONAL PHILOSOPHY

We believe:

1. That children are different and develop physically, mentally, and emotionally according to a pattern unique unto themselves.
2. That children grow at a continuous rate.
3. That children grow better under a pleasant atmosphere in which successess are stressed rather than fear of failure.
4. That children face common developmental tasks when he/she reaches the appropriate maturity level.

We shall:

1. Accept children for what they are - help their growth from within - not without.
2. Help children develop a love and appreciation for the American way of life.

We desire:

1. To determine each child's abilities and interests.
2. To develop each child to his/her fullest potential within the limits of his/her abilities, interests, and inner drive.

BUILDING GOALS 1990-1991

1. To review the Assertive Discipline Program at Arbor Vitae-Woodruff School and modify pro-graming needs, as necessary, using input from parents and staff.
2. To review the student recognition programs at Arbor Vitae-Woodruff School and evaluate the progress of the School Store Project.
3. To establish a committee of AV-W staff and community members to study and recommend ways to improve school-community relations to the building principal.

SCHOOL PROGRAM

Arbor Vitae-Woodruff School is a K-8 school with current enrollment of 400 students. Our curriculum has been developed with input from parents, staff, board, and student efforts. AV-W School is a member of the Lakeland Area Curriculum Project which reviews and revises curriculum area on a yearly schedule. Curriculum offerings are comprised of basic skills and various activities including band, choir, technical education, art, computer education, home living skills, and health education. Co-curricular activities include forensics, track football basketball, wrestling gymnastics, and volleyball.

SPECIAL PROGRAMMING

Arbor Vitae-Woodruff School has taken pride in the efforts shown by staff, parents, and AV-W Board Members to assist all children in the district to reach their full potential. Efforts to accommodate students with special needs has been a priority. Programming in the area of special education, high achievement, Chapter I Reading, and Student-at-Risk are available at AV-W School. The AV-W Board of Education has approved and supported the implementation of an Early Childhood Program at AV-W. The Lakeland Area Schools Early Childhood Program was located at AV-W in the fall of the 1989-90 school year.